

If advertising makes you want more of the good things of life...good.



You were born with an inner itch:  
a compelling urge to become more than you are,  
To live better. Enjoy better things. Get more  
satisfaction out of life by improving it.

But to do this you must see more than you've  
seen. Do more than you've done. Learn more  
than you know. Schools help you do this. So

do magazines and newspapers and books and  
conversations and travel.

And so does advertising.

It tells you about new products. New services.  
New conveniences. New ideas. Things that can  
mean a higher plateau of living for you and your  
family. And if advertising spurs you to work  
harder to reach that plateau, be glad.

No man ever became more than he was  
by standing where he is.

Nor has any community. Or city. Or nation.

Knowledge that there is always a better way of  
life. Freedom to choose whether or not you  
want it. Courage to go after it. That's what  
put this country of ours on the map in the  
first place.

And keeps it in first place,

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